

Nation's Business
1615 H Street, Northwest
Washington, D.C. 20006

Why should the editors of
America's leading business
magazine want to send you a
free phonograph record?
(The answer's inside!)

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NY 12603





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Nation's Business

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Every time you sit down to write a memo...
or stand up to deliver a speech...you'll be
glad you had a chance to hear this free record

Let me tell you why --

Since a businessman's ability to express himself clearly is such a highly valued asset, the editors of NATION'S BUSINESS have developed a unique self-training tool to help you master the art of personal communication in business...

This 12" long-playing record --
"HOW TO COMMUNICATE YOUR IDEAS"

is FREE, now with a trial subscription to NATION'S BUSINESS

In the course of a single evening, this recording will teach you scores of practical suggestions for sharpening your speaking, writing and even your listening abilities...and it will do so in the most memorable way imaginable.

As you listen to one dramatic presentation after another -- each covering a human relations problem you're apt to encounter during any business day -- you'll feel that you're actually sitting in on a series of familiar office situations. But you'll have the added advantage of "stop-motion"...with the narrator interrupting the action to point out errors, to explain exactly what went wrong and, more important, to demonstrate what should have been done.

For example, you'll hear seven ways to present your ideas in top management's terms, rather than your own, to help insure quick acceptance...you'll hear how a slight change in a speech introduction transformed a dozing audience into attentive listeners ...you'll hear about the six simple steps that will help trim your writing chores...

I could go on and on with further examples...to illustrate just how effectively this record can make you a better communicator. But, I'm sure you're more interested in knowing what results you can expect after hearing it.

You'll find, first of all, that its ideas on successful communication are almost indelibly planted in your mind -- that you'll automatically apply its lessons to daily communications problems.

You'll discover that you're "getting through" to the boss more effectively when you have an idea to present. You'll see that you are capturing the full attention and interest of your audience whenever you stand up to speak. You'll eliminate much of the time and annoyance of having workers come back with questions after you have already given them instructions. You'll be aware of a big improvement in your letters, memo's, reports and other written material...

...but why not send for a copy of the record and see for yourself? You may have a copy -- free -- in exchange for your consent to merely look over a few issues of NATION'S BUSINESS...while you're making up your mind about subscribing.

The fact that this record was produced by NATION'S BUSINESS is a further reason for acting now on this offer. All of the material dramatized on the record came originally from the pages of the magazine. And, in the months ahead, you'll continue

to find equally stimulating articles -- not only on the art of communication -- but on all the other management skills you want and need to know about. Such as:

delegating responsibility...handling "people problems"...planning and organizing your own work...building your idea power...making logical decisions...detecting and correcting inefficient business practices...training subordinates...plus dozens of other skills which can be just as useful to you.

Every issue of NATION'S BUSINESS will also give you a clearer understanding of the national and international events that can affect business conditions. You'll receive factual reports, business-oriented interpretations, and reliable forecasts on trends and events that are likely to affect business.

-- Washington developments -- how competition is changing -- shifts in political and economic thinking -- long-range outlook on government buying -- opportunities emerging from new markets -- and many more "useful look ahead" features

-- all written in a style geared to the fast-paced information needs of today's busy executive. No excess wordage -- no re-hash of yesterday's newspaper -- no fancy side-stepping. Just an honest and frank effort to relate what happened to why it happened, what's likely to happen next and what the consequences might be for you, your company, or your industry.

On top of all this, NATION'S BUSINESS also includes penetrating reports on special topics (the changing roles of business and government) -- the thinking of top corporate executives (Samuel Goldwyn, General Robert E. Wood, Howard Johnson) -- interviews with leading statesmen (Former President Eisenhower, J. Edgar Hoover, Senator Dirksen) --

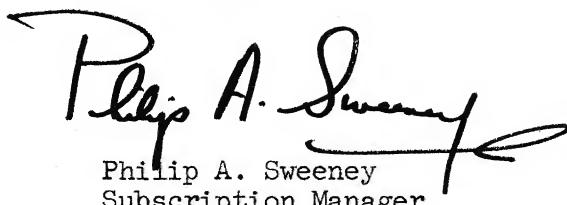
But the question still remains: "How useful will NATION'S BUSINESS be to you?"

Since NATION'S BUSINESS is available by subscription only, you won't find a news-stand copy to help you answer that question. But you can get the answer by taking advantage of this generous offer:

By permitting us to enter your one-year trial subscription at only \$8.00, you reserve the right to cancel service -- at any time during the first three months -- and receive a full refund of your unused subscription payment. As soon as your "O.K." is received, we'll send your copy of "How to Communicate Your Ideas," the 12" long-playing record which is yours to keep...regardless of your decision about the magazine.

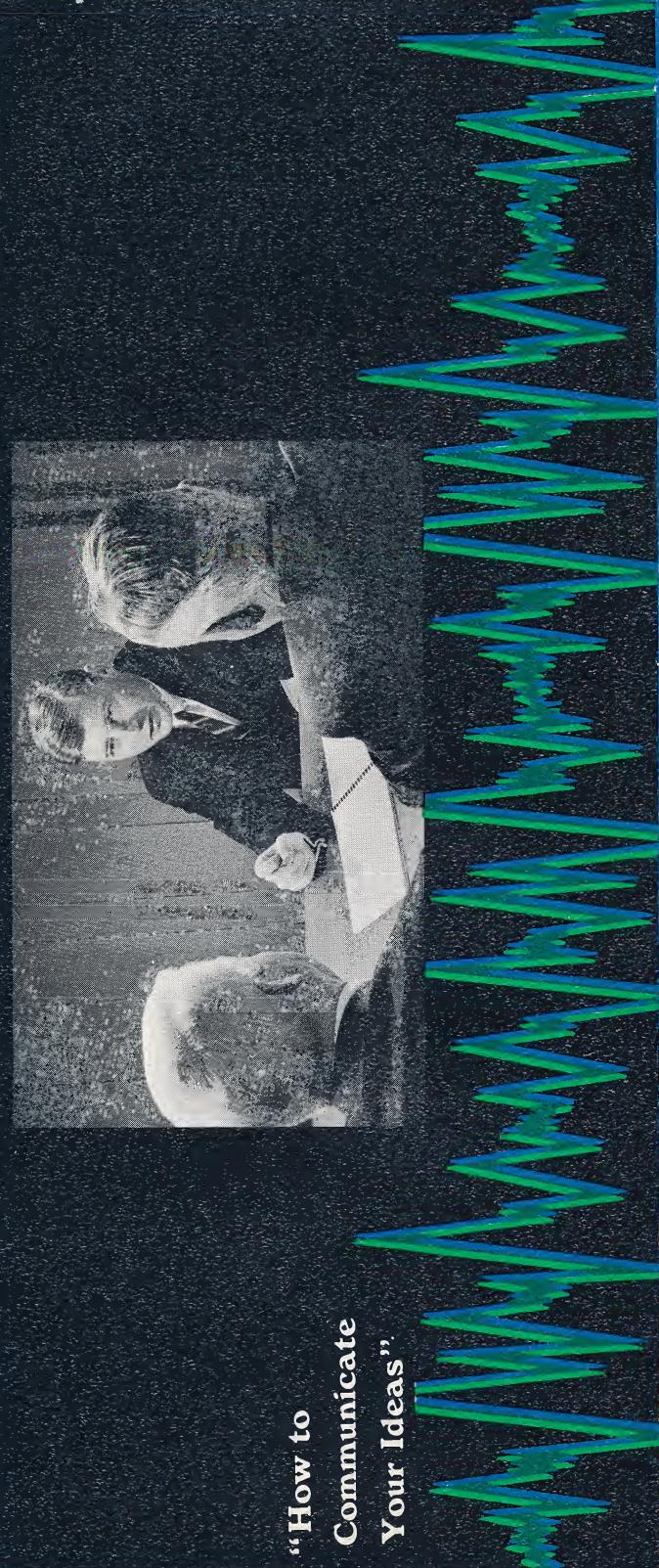
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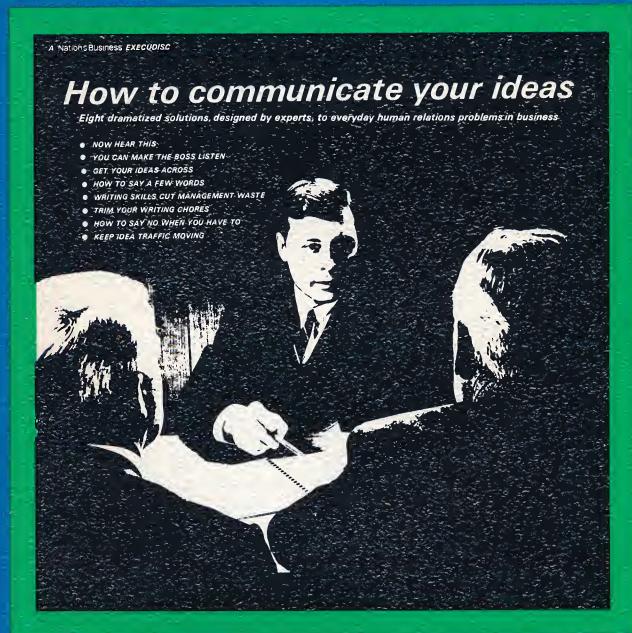
Philip A. Sweeney
Subscription Manager

P.S. The enclosed folder contains more information on the free record; please be sure to look it over. And, remember, you keep this record...even if you decide to cancel your NATION'S BUSINESS subscription and ask for a refund.



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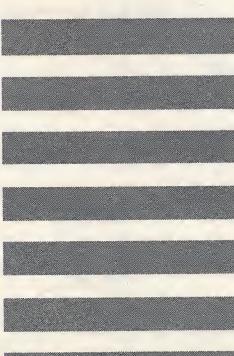
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